

# ADMINISTRATION



2012  
NORTH CAROLINA  
— PUBLIC LIBRARY —  
STANDARDS

# ADMINISTRATION

## Public Value

To establish the library as an efficiently managed community resource that provides high-value services through the effective stewardship of public funds.

### GOVERNANCE

**BENCHMARK:** Library is established and operated in accordance with relevant state and federal laws and local ordinances.

- Be established consistent with the provisions of Chapter 153A, Article 14 of the North Carolina General Statutes (Code).
- Provide library services in compliance with applicable State and Federal law to all residents of the political subdivision(s) supporting the library (Code).

**OUTCOME:** Community has access to free public library service.

### BOARD ORGANIZATION

**BENCHMARK:** Library Advisory/Governing Board is authorized by the local governmental authority with approved responsibilities and powers.

- Have a written and approved set of bylaws for the conduct of Board meetings.
- Submit Board bylaws to the State Library of North Carolina on an annual basis (Code) and review Board bylaws at least once every three years.
- Hold Board meetings no less than four times a year in accordance with the North Carolina Open Meetings Law.
- Provide support for trustee training through various workshops and continuing education programs provided by the State Library, the North Carolina Library Association, or other relevant organizations.
- Conduct an orientation program for each new Board member.

**OUTCOME:** Community members have a venue for communicating with Library Administration and for participation in library planning and development.

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## Public Value

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### BOARD COMMUNICATION

**BENCHMARK:** Library Board is informed of library programs and services, and all important issues facing the library.

- Provide current library financial and statistical reports for review at each library board meeting.
- Inform the Board of pending legislation at the local, state, and national levels that may impact local library service.
- Monitor statutory changes and court decisions related to library operations, and recommend any policy changes needed to maintain legal library operations.

**OUTCOME:** Community is represented by a knowledgeable and well-informed Board.

### ACCOUNTABILITY

**BENCHMARK:** Library Administration regularly provides financial information to its communities and funders.

- Distribute financial information on a consistent and reliable basis.

**OUTCOME:** Community members understand funding sources and the allocation of resources, and are confident that funds are being used in a cost-effective manner.

### ADVOCACY

**BENCHMARK:** Library Administration develops and sustains a core group of advocates.

- Encourage Board members and Friends to formally and informally advocate for library funding and status with all elected and appointed officials who have fiscal and policy influence over the library.

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# ADMINISTRATION



## Public Value

To establish the library as an efficiently managed community resource that provides high-value services through the effective stewardship of public funds.

### ADVOCACY

- Cultivate and empower volunteers willing to act as advocates for public libraries at the local, state, and national levels.

**OUTCOME:** Community members support and promote the enduring value of libraries.

### PUBLIC RELATIONS

**BENCHMARK:** Library Administration implements a comprehensive public relations program as part of its long-range plan.

- Include a marketing plan that reflects community needs and interests as part of the public relations program.
- Designate a staff member to coordinate public relations activities within the library and between the library and other local agencies.
- Establish internal procedures to ensure the timely development of marketing and publicity for programs and services.
- Ensure that the library logo and mission statement are clearly visible on all public communications.
- Develop a customer-friendly web and social media presence to provide access to library services and information about them. Have control of the content so that it can be updated and maintained at anytime by library staff.
- Provide an easily accessible method for public feedback.
- Consider the impact on library public relations when developing, reviewing, and revising library policies.

**OUTCOME:** Community members recognize the library as an important, integral part of the community.

# ADMINISTRATION



## Management

To ensure effective and sustainable library operations through strategic planning and sound management practices.

### PLANNING

**BENCHMARK:** Library Administration has a current and comprehensive long-range plan.

- Identify the library's mission, vision, and strategies for achieving goals and objectives based on community needs and interests.
- Include regular data collection and analysis as a key component.
- Include technologies and facilities planning.
- Include disaster readiness and preservation planning.
- Update the plan at least every 5 years (Code).

**OUTCOME:** Community benefits from well-planned library services, technologies, and facilities.

### OPERATIONS

**BENCHMARK:** Library is appropriately managed to ensure the development and delivery of services that best meet community needs and interests.

- Employ a full-time Library Director with North Carolina Public Librarian Certification to be responsible for the daily management of all library operations, including budget, personnel, planning and assessment. Full-time means working a minimum of 35 hours per week (Code).

**OUTCOME:** Community has confidence in the effective leadership of the library.

# ADMINISTRATION



## Management

To ensure effective and sustainable library operations through strategic planning and sound management practices.

### POLICIES

**BENCHMARK:** Library Administration employs acceptable management practices in its daily operations.

- Have a written set of policies to govern library personnel, operations and services, and review at least once every three years.
- Ensure that all library policies are easily accessible by library staff and the public.
- Keep policies updated to reflect changes in applicable local, state and federal laws, and with relevant court decisions.

**OUTCOME:** Community members have access to public library services provided in a consistent manner and in compliance with all applicable laws.

### FUNDING

**BENCHMARK:** Library Administration is accountable for its judicious use of funds and is in compliance with required fiscal procedures.

- Prepare an annual budget proposal that accurately reflects the needs of the library and the community it serves.
- Secure adequate operational funds to meet service targets.
- Develop a long-range capital plan for the library and review on an annual basis.
- Submit an annual application for State Aid to the State Library (Code).
- Complete and submit annually an audit of the library's finances to the State Library (Code).

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# ADMINISTRATION



## Management

To ensure effective and sustainable library operations through strategic planning and sound management practices.

### FUNDING

- Follow fiscal procedures consistent with state and federal law and local government requirements (Code).

**OUTCOME:** Community is well-served by a library that is appropriately funded to best meet community needs.

### SUPPLEMENTAL FUNDING

**BENCHMARK:** Library Administration pursues supplemental funding to support and enhance programs and services.

- Apply for local, state and national supplemental funding opportunities.
- Foster community financial involvement through Friends of the Library groups, Foundations, and other organizations.
- Pursue partnerships and grants that align with the library's mission and goals.
- Establish and promote a donations and gifts program.

**OUTCOME:** Community members benefit from enhanced library services achieved through supplemental funding.

### ASSESSMENT

**BENCHMARK:** Library Administration collects and analyzes appropriate data to evaluate impact and effectiveness of programs and services.

- Include regular data collection and analysis as a key component in library and technology planning.

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## Management

To ensure effective and sustainable library operations through strategic planning and sound management practices.

### ASSESSMENT

- Report on the impact of library services annually to the governing board and to the public.
- Complete and submit the Annual Statistical Report of North Carolina Public Libraries (Code).

**OUTCOME:** Community members have access to up-to-date and relevant public library services.

# ADMINISTRATION

## Community Engagement

To raise awareness of the library as an essential resource by fostering ongoing public dialog through community assessment, strategic planning, and collaboration.

### COMMUNICATION

**BENCHMARK:** Library Administration has and communicates a comprehensive long-range plan.

- Describe the purpose of the library and its role in the community clearly and eloquently in the mission statement.
- Communicate the library's goals and objectives, and its progress toward meeting them, regularly to the public and to the library's governing authority.
- Engage the community in the planning process.
- Ensure the long-range plan is accessible to library staff and the public.

**OUTCOME:** Community members are aware of the library's role in their community and have access to the library's long-range plan.

### COMMUNITY INPUT

**BENCHMARK:** Library Administration and staff engage community members in regular assessment of their needs and interests, the value of library services, and plans for the future.

- Assess community perspectives, needs and use of the library through one or more accepted market research techniques.
- Establish a regular assessment and reporting schedule to keep findings current and relevant.
- Establish venues for the public to provide input on the library.

**OUTCOME:** Community members are engaged in library assessment and planning, and are more knowledgeable about the library and its impact on the community.

# ADMINISTRATION



## Community Engagement

To raise awareness of the library as an essential resource by fostering ongoing public dialog through community assessment, strategic planning, and collaboration.

### PARTNERSHIPS

**BENCHMARK:** Library Administration and staff develop mutually beneficial community partnerships.

- Build strategic relationships with community partners to enhance the capacity of the library.

**OUTCOME:** Community members have access to shared resources beyond the capacity of library or partners to provide alone.

### FRIENDS

**BENCHMARK:** Library Administration encourages active community support through Friends of the Library groups and/or Library Foundations.

- Develop a Memorandum of Understanding with the Friends and/or Foundation.
- Appoint a staff member to serve as liaison to ensure Friends and/or Foundation have needed information.
- Involve Friends and/or Foundation in long-range planning and fundraising activities.
- Encourage Friends and/or Foundation participation in local, state, and national professional associations.

**OUTCOME:** Community benefits from partnerships that enhance library services.